



NORTH DAKOTA
DEPARTMENT *of* HEALTH

NEWS RELEASE

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North Dakota Launches Telephone Quitline To Help Tobacco Users Quit

BISMARCK, N.D. – The North Dakota Department of Health today announced the launching of a new telephone hotline, developed as an intensive effort to help North Dakota residents quit using tobacco.

The free service is called “North Dakota Tobacco Quitline” and is operated in conjunction with the University of North Dakota (UND) Department of Community Medicine in Grand Forks and the Mayo Clinic Tobacco Quitline in Rochester, Minn.

By calling a toll-free telephone number, North Dakotans are put in contact with professional counselors from either UND or the Mayo Clinic Tobacco Quitline. Counselors discuss a caller’s readiness to quit tobacco use: smoking, dipping or chewing. The Quitline number is 1.866.388.QUIT (1.866.388.7848).

“The North Dakota Tobacco Quitline is a great step forward in helping our family, friends and neighbors improve their health and quit using tobacco,” said State Health Officer Terry Dwelle, M.D., M.P.H.T.M. “It shows our commitment to creating a healthier North Dakota for our citizens.”

One in every five deaths in North Dakota is tobacco related, according to the U.S. Centers for Disease Control and Prevention (CDC).

“This is a convenient, private and highly effective service for state residents who want to quit using tobacco,” said Dwelle. “If giving up tobacco were just a matter of willpower, many people would have quit long ago. But the truth is, tobacco use is more than just a bad habit. It’s an addiction. We’re pleased that the Quitline will now be available to help tobacco users beat their addictions and enjoy healthier lives.”

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The Mayo Clinic Tobacco Quitline receives clinical oversight, research data and consultative support from the staff of Mayo Clinic Nicotine Dependence Center, which has one of the highest published success rates in the nation. More than 30 percent of members who have used the service report they are tobacco free six months after enrollment, compared to a national success rate of 10 to 15 percent for other quitlines.

In addition to serving as a resource for people wanting to quit using tobacco, the service will also provide information for physicians, dentists and other clinicians to share with their patients.

The Department of Health has contracted with GL Ness Agency of Fargo to conduct all promotional efforts for the Quitline.

The North Dakota Tobacco Quitline is a North Dakota Department of Health, Division of Tobacco Prevention and Control program funded by the legislature through funds received in the Master Settlement Agreement with the tobacco industry. Funding is also provided by the CDC's Office on Smoking and Health. *(Please note: In the original news release, the American Legacy Foundation was inadvertently omitted from the list of funders of the quitline.)*

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